

1984
PHILIP MORRIS NEWSPAPER DIRECTORY

<u>PUBLICATION</u>	<u>OWNERSHIP</u>	<u>PUBLISHER</u>	<u>AD DIRECTOR</u>	<u>REPRESENTATIVE</u>	<u>ADDRESS</u>	<u>PHONE NUMBER</u>
<u>NATIONAL NEWSPAPERS</u>						
National Enquirer	The National Enquirer, Inc.	James Martise	Ralph S. Gallagher	Ralph S. Gallagher	6 East 45th Street New York, NY 10017	682-4022
The Star	News Group Publications, Inc.	Ian G. Rae	Edward R. Zemlock	Edward R. Zemlock	205 Lexington Avenue New York, NY 10016	557-9697
Army, Navy, Air Force Times	Army Times Publishing Company	Joseph G. Varga	Nat Kornfeld	Howard Parks	One Citicorp Center 153 East 53rd Street New York, NY 10022	753-1040
Rolling Stone	Straight Arrow Publishers	Jann S. Wenner	Les Zeifman	Larry Burstein	745 Fifth Avenue New York, NY 10022	758-3800
Sporting News	The Sporting News Publishing Co.	Richard Waters	Kent T. Valandra	Don Nash	820 Second Avenue Suite 1200 New York, NY 10017	490-6610
"W"	Fairchild Publications, Inc.	John B. Fairchild	Marcia Miller	Ingrid Jacobson	7 East 12th Street New York, NY 10003	741-4237
USA Today	Gannett Company	John E. Heselden	Robert Rothenberg	Linda Vaughn	1860 Broadway New York, NY 10023	715-5350
Wall St. Journal	Dow Jones Inc.	Peter Kann	Lee Heffner	Gwen Jones	420 Lexington Avenue New York, NY, 10170	808-6760
Tennis Week	Eugene L. Scott	Eugene L. Scott	Carole C. Graebner	Roberta Faig	6 East 39th Street New York, NY 10016	696-4884
U. S. Suburban Press, Inc.	U. S. Suburban Press, Inc.	Robert Hanson	James Thavis	James Thavis	945 North Plum Grove Rd. Suite B Schaumburg, IL 60195	312 882-8262

2040971368

<u>PUBLICATION</u>	<u>OWNERSHIP</u>	<u>PUBLISHER</u>	<u>AD DIRECTOR</u>	<u>REPRESENTATIVE</u>	<u>ADDRESS</u>	<u>PHONE NUMBER</u>
<u>LOCAL NEWSPAPERS</u>						
New York Times	New York Times Co., Inc.	Arthur Ochs Sulzberger	Richard Stockton	Jane Cunningham	229 West 43rd Street New York, NY 10036	556-1234
New York Daily News	Chicago Tribune Co.	R. M. Hunt	Anthony Calianese	Bill Jordan	220 East 42nd Street New York, NY 10017	949-3112
New York Post	News Group Publications, Inc.	Rupert Murdoch	Patrick Smith	George Berg	210 South Street New York, NY 10002	349-5000
<u>ALTERNATIVE NEWSPAPERS</u>						
Boston Phoenix	Stephen Mindich	Stephen Mindich	H. Barry Morris	Heidi Brown	100 Massachusetts Ave. Boston, MA 02115	617 536-5390
Village Voice	News Group Publications, Inc.	John Evans	Sally J. Cohen	Joyce Frazzini	842 Broadway New York, NY 10003	475-3300
Aquarian Weekly	Aquarian Publishing	James Rensenbrink	Bob Reich	Stacy Potenzano Judy Schwab	470 Bloomfield Avenue Montclair, NJ 07402	201 746-0900
Creative Loafing	Deborah Eason	Deborah Eason	Scott Walsey	Brad Hanner	1011 West Peach Tree Atlanta, GA 30309	404 873-5623
Chicago Reader	Chicago Reader Inc.	Bob Roth	Tom Yoder	Chris Schuba	P.O. Box 11101 Chicago, IL 60611	312 828-0350
City Pages	Tom Bartel & Kris Henning	Tom Bartel	Kris Henning	Chris Schuba	711 Lake Street Suite 505 Minneapolis, MN 55408	312 828-0350
Twin Cities Reader	Mark Hopp	Mark Hopp	Todd Klingel	Bill Scott	100 North 7th Street Suite 300 Minneapolis, MN 55408	612 341-8180

2040971369

<u>PUBLICATION</u>	<u>OWNERSHIP</u>	<u>PUBLISHER</u>	<u>AD DIRECTOR</u>	<u>REPRESENTATIVE</u>	<u>ADDRESS</u>	<u>PHONE NUMBER</u>
L. A. Weekly	L. A. Weekly, Inc.	Jay Levin	David Cohen	Bill Scott	5325 Sunset Blvd. Los Angeles, CA 10027	213 462-6911
Bam	Dennis Erokan	Dennis Erokan	Joe Amadeo	Carol Oppenheimer	5951 Canning Street Oakland, CA 94609	415 652-3810
Los Angeles Reader	Chicago Reader Inc.	Tom Rehwaldt	Ron Slack	Chris Schuba	5225 Wilshire Blvd. Suite 234 Los Angeles, CA 90036	312 828-0350
San Diego Reader	James Homan	James Homan	Howard Rosen	Chris Schuba	P. O. Box 80803 San Diego, CA 92138	312 828-0350
San Francisco Bay Guardian	Bruce Brugman	Bruce Brugman	Nancy Newsome	Claudia Des Fosses	2700 19th Street San Francisco, CA 94110	415 824-3322
Phoenix New Times Weekly	New Times Inc.	Jim Larkin	Hal Smith	Hal Smith	P. O. Box 2510 Phoenix, AR 85002	602 271-0040
<u>SUPPLEMENTS</u>						
Parade	Parade Publications Inc.	Carlo Vittorini	Milton Lieberman	John Algert	750 Third Avenue New York, NY 10017	573-7152
Family Weekly	Family Weekly Magazine, Inc.	Patrick Linskey	Gerald S. Wroe	Dick Carroll	1515 Broadway New York, NY 10036	719-6939
Sunday Metro	Metropolitan Sunday Newspapers, Inc.	James L. Davy	Edward Hundt	Bob Davis	260 Madison Avenue New York, NY 10016	689-8200
Long Island Newsday	Times Mirror Corporation	David Laventhol	Eugene P. Higgins	Robert Duckett	235 Pinelawn Rd. Melville, NY 11747	516 454-2475

2040971370

<u>PUBLICATION</u>	<u>OWNERSHIP</u>	<u>PUBLISHER</u>	<u>AD DIRECTOR</u>	<u>REPRESENTATIVE</u>	<u>ADDRESS</u>	<u>PHONE NUMBER</u>
Los Angeles Times	Los Angeles Times, Inc.	W. Thomas Johnson	J. William Sinkking	Aram Iskenderian	711 Third Avenue New York, NY 10017	697-6200
New York Times	New York Times, Co., Inc.	Arthur Ochs Sulzberger	Richard Stockton	Jane Cunningham	229 West 43rd Street New York, NY 10036	556-1234
San Francisco Chronicle Examiner	Hearst Publications & Richard Theiroit	Ralph Hanes	Kingsley Gerlach	Ben Zengara	245 Park Avenue New York, NY 10167	661-6262
Dawn	Afro-American Newspapers	John H. Murphy III	Kenneth D. Wilson	Louis Barnes	295 Madison Avenue Suite 623 New York, NY 10017	679-5152

2040971371

<u>REP. FIRM</u>	<u>REPRESENTATIVE</u>	<u>ADDRESS</u>	<u>PHONE NUMBER</u>
Amalgamated Publishers, Inc.	Arthur Ralph	45 West 45 Street New York, NY 10036	869-5220
Branham/Newspaper Sales	Neil Davis	733 Third Avenue New York, NY 10017	490-1200
Cresmar, Woodward, O'Mara & Ormsbee, Inc.	Kevin Kiely	485 Lexington Avenue New York, NY 10017	949-6419
Drukker Newspapers, Inc.	Lawrence Goiczewski	988 Main Avenue Passaic, NJ 07055	201 365-3230
Gannett Newspaper Advertising Sales	Tamara Eddy	535 Madison Avenue New York, NY 10022	715-5300
Harte-Hanks Communications, Inc.	Ronald Sawyer	P. O. Box 269 San Antonio, TX 78291	512 344-8000
Hearst Advertising Service, Inc.	John Lang	235 East 45th Street New York, NY 10017	661-5700
Knight-Ridder Newspaper Sales, Inc.	Debbie DeRoo	One Dag Hammerskjold Plaza New York, NY 10017	826-0500
Landon Associates, Inc.	Karen Vandeventer	750 Third Avenue New York, NY 10017	867-1112
Million Market Newspapers, Inc.	Glen D. Meyerson John Durkin	6 East 43rd Street New York, NY 10017	986-3434
Newhouse Newspapers Metro-Suburbia, Inc.	Frank Valentine	485 Lexington Avenue New York, NY 10017	697-8020
The Papert Companies	Jim O'Toole	60 East 42nd Street New York, NY 10165	687-4750

2040971372

<u>REP. FIRM</u>	<u>REPRESENTATIVE</u>	<u>ADDRESS</u>	<u>PHONE NUMBER</u>
Sawyer-Ferguson-Walker Company, Inc.	Ben Zengara	245 Park Avenue New York, NY 10017	661-6262
Story-Kelly-Smith, Inc.	John Yatkaskas	750 Third Avenue New York, NY 10017	490-3775
Thompson Newspapers, Inc.	R. E. Baehler	1270 Avenue of Americas New York, NY 10020	246-2265

2040971373